



# NEWS RELEASE

## TOWN OF VIENNA

127 Center Street, South, Vienna, Virginia 22180

(703) 255-6300 • fax (703) 255-5722

[www.viennava.gov](http://www.viennava.gov) • [pio@viennava.gov](mailto:pio@viennava.gov)

---

FOR IMMEDIATE RELEASE

November 17, 2015

### **Media Contacts**

Lynne DeWilde

703-255-6330 (office)

703-867-2500 (cell)

Stephanie Baynes

703-255-6361 (office)

### **Go local. Shop Vienna!**

*Vienna, VA* – While Black Friday is all about the bargain, the hustle, and going over the top, Small Business Saturday is more about the unique, the charm, and going local. The Town of Vienna's Town/Business Liaison Committee (TBLC) is again this year encouraging Town and area residents to patronize Vienna businesses especially on Saturday, November 28, but also throughout the year.

"The Town of Vienna has some very unique, one-of-a-kind, wonderful shops," says TBLC Chairman James Cudney. "You're going to make a really good impression as a thoughtful and generous gift-giver when you present something you found locally in Vienna."

"Small businesses are tremendous for the Vienna economy and for every dollar spent locally, 68 cents stays in the community," adds Greg Bernhard, vice chair of the TBLC.

The majority of Vienna's retail shops are located along Maple Avenue and historic Church Street.

###